2004 ATLANTA REGIONAL COMMISSION 1-87-RIDEFIND PLACEMENT SURVEY FINDINGS

FINAL DRAFT

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INTRODUCTION

This report presents the results of a survey of commuters participating in the Atlanta Regional Commission's 1-87-RIDEFIND Rideshare Program, a regional support program of the Atlanta Transportation Demand Management (TDM) Program. The commuters surveyed are registered in the rideshare database and either received information on ridesharing, such as a list of people they could call as potential carpool partners, or information about the Guaranteed Ride Home program.

This report presents the estimated travel and air quality emission reductions of the rideshare database registrants using 1,002 randomly selected respondents participating in a telephone survey. The survey participants entered the rideshare database or received assistance from 1-87-RIDEFIND during the 2004 evaluation period (May 23, 2003 – May 23, 2004). The primary purpose for surveying these applicants is to determine the percentage of database registrants shifting to commute alternatives, increasing their use in commute alternatives, or retaining use of commute alternatives during the evaluation period. This sample represents a margin of error +/- 3.0% at a confidence level of 95%.

The survey is part of a broad evaluation program lead by the Georgia Department of Transportation (GDOT), and in cooperation with the Federal Highway Administration, to evaluate the effectives of TDM programs receiving Congestion and Air Quality Mitigation Improvement (CMAQ) funds. The Center for Transportation and the Environment (CTE), on behalf of GDOT, conducted the baseline assessment, or first survey of this kind, in October 2002. The results presented in this report are from the first follow-up survey conducted since this baseline assessment. As such, CTE provides comparisons between the two evaluation years when possible. CTE conducted this survey in September and October 2004.

TRAVEL AND AIR QUALITY EMISSION REDUCTIONS

The travel and air quality emission reductions achieved by rideshare database registrants at the close of federal fiscal year 2004 (FY2004) are summarized below.

Commuter Placement Rates and Placements

Commuter placement rates are defined as *new* or *retained*. The percentage of commuters shifting to alternative modes or increasing their use in alternative modes during the 2004 evaluation period represents the *new* placement rate (26.8%). The percentage of commuters using alternative modes at the time of the survey but who said they started using these modes before the 2004 evaluation period represents the *retained* placement rate (18.9%). The rideshare database included nearly 29,400 participants at the close of FY2004. The number of participants, when multiplied by placements rates, provides an estimate of the total commuters placed in alternative modes. These calculations result in a total of 13,460 commuter placements in FY2004. The commuter placement rates and corresponding placements represent an improvement from the 2002 evaluation period. In the 2002 assessment, the new placement rate was 22.5%, the retained placement rate was 17.7%, and the corresponding commuter placements were 11,193.

Vehicle Trips and VMT Reduced

Vehicle trips reduced are measured by multiplying the number of commuters placed in an alternative mode by a vehicle trip reduction (VTR) factor, which is equal to the average number of daily vehicle trips a commuter reduces through mode shifting. Multiplying the VTR factors by the number of commuter placements in each mode (carpool, vanpool, and transit/non-motorized) resulted in a total reduction of approximately 10,870 vehicle trips per day in 2004, a significant increase over the

6,935 daily trips reduced in 2002. Over the course of a full year, the 2004 daily trip reduction equaled nearly 2,718,240 vehicle trips reduced.

The number of vehicle miles traveled (VMT) reduced was calculated by multiplying the number of vehicle trips reduced by the average commute distance for commuters who started using alternative modes. This calculation resulted in a reduction of approximately 292,600 vehicle miles per day in 2004, compared to 204,365 daily VMT reduced in 2002. The 2004 daily VMT, when aggregated over a year, equals about 73,152,460 vehicle miles reduced.

Emissions Reduced

Emission benefits, defined as tons of pollutants reduced, are calculated by multiplying regional emission factors provided by the Georgia Department of Natural Resources, Georgia Environmental Protection Division by the number of daily vehicle miles reduced. Reducing emissions of oxides of nitrogen (NO_x) and volatile organic compounds (VOC) is of particular concern in the region as these pollutants are the primary components in the formation of ozone. On a daily basis, the commuters placed in alternative modes reduced 0.26 tons of NO_x daily and 0.31 tons of VOC in 2004, or a total of 0.57 tons of pollutants. This reduction represented an increase over the 0.49 daily tons of pollutants reduced in 2002. Over the course of a year, the 2004 daily reductions equaled approximately 142 tons.

KEY SURVEY FINDINGS

Commute Travel Patterns

- The percentage of weekly drive alone commute trips made by rideshare database applicants decreased significantly from 2002 (75.3%) to 2004 (66.4%). Conversely, the percentage of weekly commute trips made in carpools increased from 11.2% in 2002 to 16.6% in 2004 and the percentage of weekly commute trips made in vanpools increased from 3.4% in 2002 to 4.3% in 2004.
- The average carpool is made up of two people and the average vanpool is made up of nine people.
- More than half of respondents drive alone to a carpool or vanpool partner's home, central meeting point, bus stop, or train station. The average travel distance to the meeting point is 7.5 miles.

Commute Changes

- About 27% of survey respondents made a new commute change after receiving information or assistance from 1-87-RIDEFIND during the 2004 evaluation period (new placements). About 19% of survey respondents used a commute alternative at the time of the survey but started using it before the 2004 evaluation period began (retained placements).
- Of the new commute changes made, about 43% stated the change was only temporary. Temporary changes lasted on average 17 weeks and were temporary primarily because the respondents changed jobs or had changes in other personal circumstances.
- About 15% of the new changes made were to join, create, or try new carpool or add another person to an existing carpool. A smaller number (about 5%) joined, created, or tried a new vanpool or added a person to an existing vanpool.
- Placement rates were highest for rideshare applicants who received assistance or information and entered the database during the evaluation period (defined as active applicants). In 2004, active applicants had a placement rate of 31%, compared to 22% in 2002.

Use of Ridematch Information

- More than half (52%) of the respondents remembered receiving a matchlist with one or more names. An additional 23% of respondents said they received a letter but that the letter did not provide any names.
- Of the respondents who received the matchlist with names, about one-third (30%) tried to call one or more people on the list. Schedule or work hour compatibility was the top reason why respondents did not contact people on the matchlist (35%).
- The majority (86%) of respondents who tried to reach a potential rideshare partner succeeded in reaching people named on their matchlist.
- Nearly two-thirds (62%) said the people they reached were interested in ridesharing, a marked increased from the 2002 evaluation period where 44% said the people they reached were interested in ridesharing.

Influence of Information and Assistance on Commute Changes

- Nearly two-thirds (60%) of rideshare applicants who made a new commute change said information or assistance they received from an organization or their employer influenced their decision to make a change. The top two influences named were employer information or incentives (32%) and Clean Air Campaign assistance (19%).
- Of the people who said they started carpooling or vanpooling, 18% said they did so with someone on their matchlist.

Satisfaction with Information or Assistance Provided by 1-87-RIDEFIND, Employer, The Clean Air Campaign, or TMA

- About eight in ten respondents (83%) are very satisfied with the information they received form 1-87-RIDEFIND, their employer, The Clean Air Campaign, or a Transportation Management Association (TMA).
- The majority said no improvement was needed (51%). Those who thought improvement was needed cited more advertising or getting the word out to the company (8%), promoting telework and compressed work week schedules (7%), matches that fit travel better (7%), and additional follow-up assistance (6%).
- When asked about what pleased them, respondents mentioned that the information provided was useful (44%), staff were friendly and helpful (14%), and incentives and freebies (13%).

CONCLUSIONS

The Atlanta TDM community experienced substantial improvements in the proportion of 1-87-RIDEFIND database applicants shifting to commute alternatives since the October 2002 program evaluation. The most notable improvement is with database applicants who received 1-87-RIDEFIND assistance or information and entered the database during the 2004 evaluation period (active applicants). Interestingly, the most significant improvement in actions taken by rideshare applicants was with reaching people interested in ridesharing.

Several factors could account for some or all of the observed increases in alternative mode placement rates. In 2003 and 2004, The Clean Air Campaign and TMAs implemented or increased follow-up activities with applicants who received matchlists to determine if they had used the matchlist information and to offer additional assistance. It is also possible that commuters who applied during 2003 and 2004 were more motivated to rideshare than were applicants who applied in 2002, as indicated by a higher proportion of applicants saying they reached commuters who were interested in

ridesharing. During this time period, The Clean Air Campaign and TMAs improved their commuter outreach procedures to better identify commuters who have a serious interest in ridesharing. Also, gasoline prices rose substantially in 2003 and 2004 and have remained high relative to 2002, which could have encouraged more serious consideration of ridesharing among applicants.

In addition, a new series of satisfaction questions added to the 2004 evaluation revealed that the majority of rideshare applicants are satisfied with the information and assistance they received from 1-87-RIDEFIND, their employer, The Clean Air Campaign, or a TMA. Areas of potential improvement cited by applicants were a need for more outreach and advertising about the benefits of the program, promoting teleworking and compressed work week schedules, and more follow-up assistance.

RECOMMENDATIONS

The 2004 evaluation conclusions suggest some possible actions the Atlanta TDM community could take to continue to increase the number of rideshare applicants using commute alternatives. The two primary recommendations are highlighted below.

Provide More Outreach and Promotion about the Benefits of Ridesharing

Expanding the scope of information provided to include more extensive information, such as available incentives and cost savings, HOV lane locations, transit information (transit stops close to home and work, MARTA Partnership Program information, information on new regional express bus services), and location of park and ride lots will help promote the benefits of ridesharing. When practical, this information should be provided in the match letter, at transportation fairs, in follow-up phone calls or emails, or at face-to-face meetings. Clean Air Campaign and TMA outreach staff, in coordination with 1-87-RIDEFIND, could also implement a series of commute-oriented messages to keep interest high among current applicants. The timing and frequency of the messages should be coordinated with 1-87-RIDEFIND and other partners to ensure database applicants are not inundated with information.

Continue to Motivate Applicants to Form Rideshare Arrangements

In 2003 and 2004, The Clean Air Campaign and several TMAs, at the direction of GDOT, implemented follow-up procedures with rideshare applicants to encourage them to contact people on their matchlist. Today, Clean Air Campaign and TMA outreach staff contact applicants either by phone or email a few weeks after they receive a matchlist to discuss their matchlist, inform them of the incentives available, and offer assistance in contacting the people on their lists. Outreach staff should continue this type of follow-up in the future and expand the assistance provided if they believe that the applicants are not using or paying attention to the follow-up received. In addition, the Atlanta TDM community should investigate adding additional incentives that specifically encourage database applicants who receive a matchlist to call people on the list and form ridesharing arrangements.

SECTION 1 OVERVIEW

PURPOSE OF THE REPORT

The purpose of this report is to present the results of a survey of commuters participating in the Atlanta Regional Commission's 1-87-RIDEFIND Program, a regional support program of the Atlanta Transportation Demand Management (TDM) Program. This report is part of a broad evaluation lead by the Georgia Department of Transportation (GDOT), and in cooperation with the Federal Highway Administration, to evaluate the effectives of TDM programs receiving Congestion and Air Quality Mitigation Improvement (CMAQ) funds.

The commuters surveyed are registered in the rideshare database and either received information on ridesharing, such as a list of people they could call as potential carpool partners, or information about the Guaranteed Ride Home program. The survey sample included 1,002 applicants who entered the rideshare database or received assistance from 1-87-RIDEFIND during the 2004 evaluation period (May 23, 2003 – May 23, 2004).

The Center for Transportation and the Environment (CTE), on behalf of GDOT, conducted the baseline assessment, or first survey of this kind, in October 2002. The results presented in this report are from the first follow-up survey conducted since this baseline assessment. As such, CTE provides comparisons between the two evaluation years when possible. CTE conducted this survey in September and October 2004.

ORGANIZATION OF REPORT

The report is divided into six sections.

- Section 1 – Purpose and organization of the report
- Section 2 – Description of the survey and sampling methodology
- Section 3 – Results of the survey
- Section 4 – Travel and emission reductions
- Section 5 – Conclusions and recommendations

The report also includes appendices with the final survey instrument and the detailed travel and air quality emission reductions calculation spreadsheets.

SECTION 2 DATA COLLECTION

QUESTIONNAIRE DEVELOPMENT

The survey team developed the questionnaire with input from the Atlanta TDM community. CIC Research, Inc. (CIC), the survey administrator, conducted the survey by telephone using a Computer Assisted Telephone Interviewing system (CATI).

SAMPLE PREPARATION

The sample from which survey participants were drawn included active applicants who had applied to 1-87-RIDEFIND for assistance at least three months prior to the survey, but not more than a year prior. The sample also included commuters who entered the database in the year prior to the evaluation period and received information or assistance during the evaluation period. These individuals are regarded as passive applicants because they did not actively initiate a request for information or assistance during the evaluation period. The number of passive applicants participating in the survey increased in 2004 because of a new practice by 1-87-RIDEFIND to send updated matchlist to all database registrants, regardless if they requested the updated list. The survey team speculates this practice resulted in a greater number of surveys being terminated with these individuals due to a lower recall of receiving or requesting information on ridesharing.

1-87-RIDEFIND provided a sample of 2,000 potential respondents to CIC. CIC checked records to ensure there were no duplicates or records without telephone numbers. CIC used this sample, together with two supplemental groups of sample points, to complete the survey. Overall, CIC completed a total of 1,177 surveys. However, the first 175 surveys were replaced as survey interviewers had accidentally referred to "The Clean Air Campaign" as the "Clean Air Club". Table 1 illustrates the use of the sample points.

TABLE 1: USE OF RIDESHARE DATABASE SAMPLE

Records	Sample Points
Initial Sample Pulled	2,000
Additional Sample Provided	800
Total Sample Used	2,729
Less: Replacement Sample Used	- 791
Valid Records Used	1,938
Surveys Completed	1,177
Response Rate	60.7%

The overall response rate for the survey was 61%. CIC used replacement sample when invalid records were identified from the initial sample. Invalid records included the number being a FAX/modem/pager, number not in service, wrong number, blocked number, and that the respondent was no longer with the company.

SURVEY PRE-TEST

CIC completed 52 pre-test surveys on September 2, 2004. After examination of the results, CIC began interviewing the full sample without questionnaire modification. CIC performed intermediary frequencies to check potential problems in skip pattern and range conformity and to identify any anomalies. This review showed no problems and the interviewing continued.

SURVEY ADMINISTRATION

CIC conducted telephone interviews from their in-house telephone facility in San Diego, California. Individuals in the sample received an introductory letter signed by the 1-87-RIDEFIND Program Director to inform them of the upcoming survey and to encourage participation.

The sample points provided by 1-87-RIDEFIND contained either the work number or the home number or both numbers for each individual. CIC made every effort to contact individuals at their work numbers. They only used home numbers if there was no work number available or attempts to reach the individual at their work number were repeatedly unsuccessful. CIC made a significantly higher number of calls in 2004 in order to reach an adequate number of respondents. The number of calls increased 72% between 2002 (13,163) and 2004 (22,611). A number of factors contributed to this increase, including a number of sample points with only home numbers, more respondents not available at work, and increasing number of residences using Privacy Director to block outside calls.

CIC made the majority of calls during the week Monday through Friday 9:00 a.m. – 5:00 p.m. EDT. However, some calls were made as late as 8:45 p.m. as well as on weekends in an attempt to reach possible respondents at home. In order to make contact with as many of the original sample points provided as possible, CIC interviewers called a sample point indefinitely prior to replacing it. In addition, CIC interviewers provided a toll-free telephone number to potential respondents, encouraging them to call back using the toll-free line and participate in the survey. In total, 791 telephone numbers from the sample base were never reached and were replaced. CIC calculated the average number of dialings per completed survey at 19.2 in 2004, compared with 13.2 in 2002.

CIC conducted the survey between September 2 and October 26, 2004. Survey supervisors randomly monitored calls throughout the survey period. They also oversaw all interviewers, answering questions as needed. Bilingual interviewers conducted two surveys in Spanish.

WEIGHTING OF THE DATA

The weighting of the survey data aligns survey results with the database applicants who received information or assistance from 1-87-RIDEFIND during the 2004 evaluation period. The applicants are categorized based on interest in carpooling and/or vanpooling, or Guaranteed Ride Home (GRH). Responses recorded as "No" for both carpooling and vanpooling are those who are interested in GRH only. Survey sample data were proportionally weighted by these categories. Table 2 shows the composition of the participation group. The difference between the total in Table 2 (19,280) and the total registrants in the database (29,389) are the applicants who did not receive information or assistance from 1-87-RIDEFIND during the 2004 evaluation period.

TABLE 2: COMPOSITION OF THE PARTICIPATION GROUP

Carpooling: Yes Vanpooling: Yes	Carpooling: No Vanpooling: Yes	Carpooling: Yes Vanpooling: No	Carpooling: No Vanpooling: No	Total
11,549	456	4,051	3,224	19,280

SECTION 3 SURVEY RESULTS

The survey collected data in the following primary topic areas:

- Current commute modes (mode split, commute distance, work schedules)
- Rideshare characteristics (pool size, rideshare/transit meeting points, distance to meeting point)
- Commute changes (types of commute changes made, placement rates, previous modes, reasons for not continuing with change)
- Use of, influence of, and satisfaction with commute information and assistance
- Demographic characteristics (gender, age, income, ethnic group, and employer size and type)

Unless otherwise indicated, interviewers asked respondents survey questions on an unaided basis (i.e., survey respondents were not given a list of choices when responding to a question). Survey results presented in the tables show respondent percentages and the raw number of respondents (e.g., n=1,002). The sample size of 1,002 represents a margin of error +/- 3.0% in 95 out of 100 cases (95% confidence level). Where possible, results from the survey are compared for sub-groups of survey respondents.

DEMOGRAPHIC PROFILE

Gender and Age

Respondents were disproportionately female (65%). As shown in Table 3, 48% of the respondents are between 35 and 49 years old and 75% are between 35 and 64 years old.

TABLE 3: AGE GROUP

Age Group	Percentage (n=986)	Age Group	Percentage (n=986)
Under 24	4%	50 – 64	27%
25 – 34	20%	65 or older	1%
35 – 49	48%		

Ethnic Background

As shown in Table 4, Whites and African-Americans represent the two largest ethnic group categories of survey respondents, 56% and 37% respectively.

TABLE 4: ETHNIC BACKGROUND

Ethnic Group	Percentage (n=951)	Ethnic Group	Percentage (n=951)
Hispanic	2%	Asian	5%
Whites	56%	Other/Mixed	1%
African-American	37%		

Income

Table 5 provides a breakdown of respondents by household income category. About three-quarters of respondents have household incomes of $40,000 or more and about one-third (32%) have incomes of $80,000 or more.

TABLE 5: INCOME GROUP

Income	Percentage (n=854)	Income	Percentage (n=854)
Less than $20,000	4%	$40,000 – 59,999	25%
$20,000 – 29,999	8%	$60,000 – 79,999	17%
$30,000 – 39,999	14%	$80,000 or more	32%

Employer Size

Table 6 presents the distribution of respondents by worksite size. Two-thirds (66%) of respondents work for companies with 251 or more employees and 81% work for companies with more than 100 employees.

TABLE 6: EMPLOYER SIZE

Number of Employees	Percentage (n=966)	Number of Employees	Percentage (n=966)
1-25	9%	101-250	15%
26-50	4%	251-999	33%
51-100	6%	1,000+	33%

Employer Type

Table 7 shows the distribution of respondents by their employer type. Nearly eight in ten respondents (76%) work for private industry, while 14% work for a federal, state, or local government agency. One in ten (10%) work for a non-profit organization.

TABLE 7: EMPLOYER TYPE

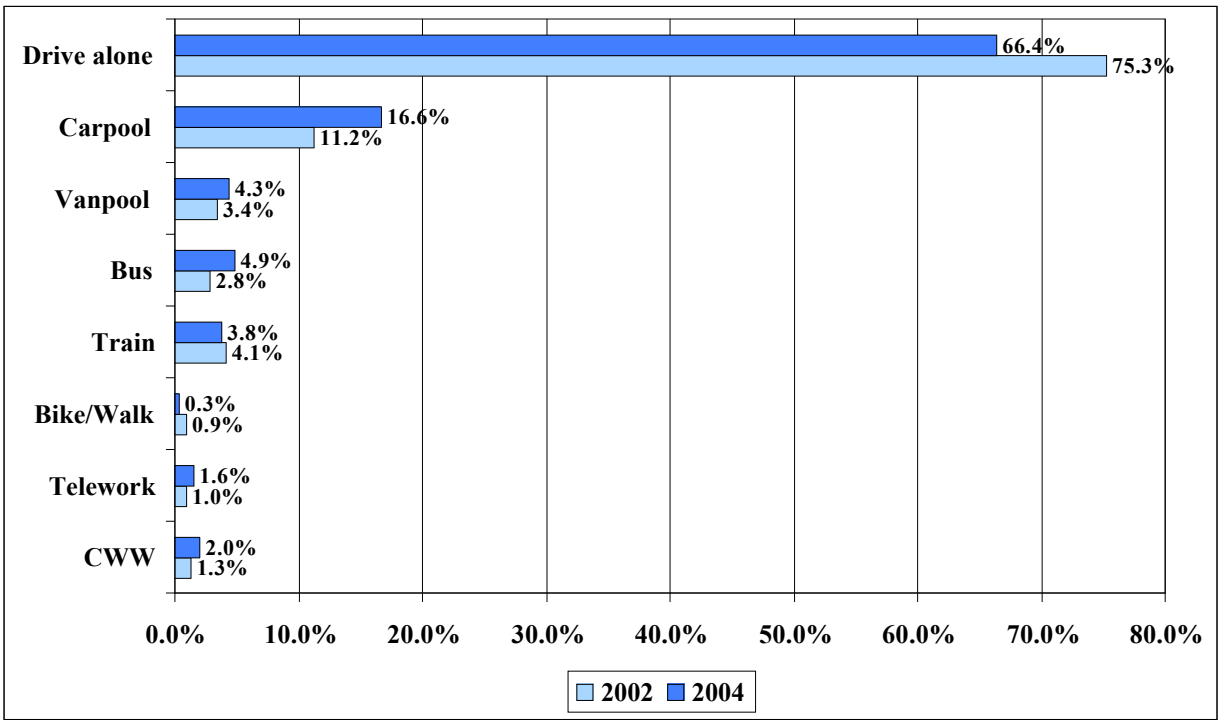
Type of Employer	Percentage (n=986)	Type of Employer	Percentage (n=986)
Federal government	6%	Private industry	76%
State/local government	8%	Non-profit organization	10%

CURRENT COMMUTE MODES

Commute Mode Split by Weekly Trips

Figure 1 compares the percentage of weekly trips made by survey respondents for each commute mode in 2002 and 2004. As indicated, about two-thirds (66.4%) of respondents' weekly commute trips were drive alone in 2004, a decrease from 75.3% in 2002. Slightly more than 16% of the 2004 commute trips were made by carpool. Vanpooling accounted for 4.3% of weekly trips. About nine percent of trips were bus (4.9%) or train (3.8%). All other modes combined accounted for about 4% of weekly commute trips. In addition, the average days per week respondents drove alone decreased from 4.7 days (2002) to 4.4 days (2004).

FIGURE 1: COMMUTE MODE SPLIT, PERCENT OF WEEKLY TRIPS



Commute Distance

Table 8 presents the distribution of distance commuters' travel to and from work. Commuters in the survey sample have a wide range of commute distances, ranging from less than one mile to 100 miles one-way. More than half (53%) of the one-way commute distances are greater than 20 miles, and the average one-way commute distance is 25.5 miles.

TABLE 8: ONE-WAY COMMUTE DISTANCE (MILES)

Number of Miles	Percentage (n=1,002)	Number of Miles	Percentage (n=1,002)
Less than 6 miles	7%	21 to 30 miles	25%
6 to 10 miles	9%	31 to 50 miles	22%
11 to 15 miles	13%	More than 50 miles	6%
16 to 20 miles	12%	**Mean distance**	**25.5 miles**

Work Schedules

The majority of respondents said they work a five-day week (95.5%). Of those who work full time, 9% have non-standard or flexible work hours. Of these respondents:

- 24% work a 4-40 schedule (forty-hour week in four days)
- 57% work a 9-80 schedule (eighty hours in a nine-day period over two work weeks)
- 19% work a 3-36 schedule (thirty-six hours in a three day period during a single work week)

RIDESHARE CHARACTERISTICS

Pool Size

The average carpool size is 2.3 people. The average vanpool size is 9.3 riders, including the driver.

Access to Carpools, Vanpools, and Transit

Table 9 presents how alternative mode users travel to where they meet their rideshare partners or start their transit trip. A large portion (50%) drive alone to a rideshare partner's home, central meeting point, bus stop, or train station. Even though these trips tend to be short, an average of just 7.5 miles for respondents, they are discounted in the air quality analysis (Section 4 of this report).

TABLE 9: MEANS OF GETTING FROM HOME TO ALTERNATIVE MODE MEETING PLACE

Access Mode to Alternative Mode	Percentage (n=349)
Drive alone to a central location, like park & ride	29%
Drive alone to driver's home	8%
Drive alone to bus or train	8%
Drive alone to passengers' home or to car/van pool driver's home	5%
Picked up at home by car/van pool driver	30%
Bicycle/walk	9%
Alternate driving alone and being picked up by car/van pool partner	5%
Drive in another car/van pool, including drop off by household member	4%
Take bus or train	1%

COMMUTE CHANGES

A primary objective of the survey was to identify the extent and types of commute changes made by applicants who either entered the rideshare database or received assistance from 1-87-RIDEFIND during the 2004 evaluation period. These commute changes may include an applicant permanently or temporarily shifting to a new commute alternative or increasing use of a commute alternative. In addition, the survey also collected data on applicants who maintained use of a commute change made prior to the evaluation period.

Types of Commute Changes

The survey asked respondents if they made any of a series of possible new commute changes since receiving information from 1-87-RIDEFIND including, joining or forming a new carpool or vanpool; adding a new rider to a carpool or vanpool; starting to use transit, bicycle, or walking; starting to telework or work a compressed work schedule; or increasing the number of days using alternative modes. In addition, interviewers asked respondents who said they had not made a change if they had tried or used a new alternative mode, even if it was only once or occasionally.

Table 10 summarizes the changes made by survey respondents. Of the 1,002 respondents surveyed, 143 (14.3%) joined, created, or tried a new carpool. Thirty-two respondents (3.2%) joined, created, or tried a new vanpool. About 8.4% (84 respondents) started or tried using transit, bicycling or walking. Forty-six (4.6%) started teleworking or increased the number of days they teleworked. An

additional 42 respondents who are not reflected in the table said they tried an alternative mode for a short time (generally less than one week).

TABLE 10: NEW COMMUTE CHANGES MADE IN 2004

Types of Commute Changes	Percentage (n=1,002)
Joined or created a new carpool/tried carpooling	14.3%
Added another person to existing carpool	1.1%
Total carpool	**15.4%**
Joined or created a new vanpool/tried vanpooling	3.2%
Added another person to existing vanpool	1.3%
Total vanpool	**4.5%**
Started or tried using transit, bike, or walk	8.4%
Started teleworking or increased number of days teleworking	4.6%
Tried working a compressed work week schedule	0.1%
Total transit/non-motorized modes	**13.1%**
Increased number of days using an alternative mode	0.6%

Placement Rates

A placement rate, when multiplied by the total number of rideshare database registrants, provides an estimate of the total registrants placed in commute alternatives. Tables 11 through 15 provide a break-down of placement rates by continued and temporary use, new and retained use, and active and passive applicants.

Continued vs. Temporary - Respondents who said they made new commute changes were asked if the change was "continued," that is, if they had maintained the change until the time of the survey, or "temporary," meaning they had returned to their previous commute mode by the time of the survey. Of the respondents who said they made a commute change, 170 (63%) said the change was continued and 99 (37%) said the change was temporary. As explained later in this section, the dominant reason people did not continue with the commute change were job, worksite, or schedule changes (40%).

The delineation between continued and temporary use is important because the temporary changes do not produce the same ongoing travel and air quality emission reductions of the continued changes. Temporary change travel and air quality emission reductions are discounted, as described further in Section 4.

Table 11 and Table 12 present the continued and temporary placement rates. Table 11 presents a comparison between the 2002 and 2004 surveys. As shown, the continued new placement rate has increased substantially since 2002, while the temporary new placement rates has decreased. This means that the proportion of registrants continuing to use commute alternatives has increased over the past two years and that the proportion of registrants using commute alternatives on only a temporary basis has decreased.

TABLE 11: CONTINUED AND TEMPORARY NEW PLACEMENTS, 2002 TO 2004 COMPARISON

Continued vs. Temporary Placement Categories	2002 Survey n=1,000	2004 Survey n=1,002
Continued New Placements	9.7%	16.9%
Temporary New Placements	12.8%	9.9%
Total New Placements	22.5%	26.8%

Table 12 presents the 2004 continued and temporary new placements by mode. As shown carpool placements make up the largest proportion of continued and temporary placements, followed by transit/non-motorized modes. As indicated, the proportion of temporary placements is less than the proportion of continued placements for all modes.

TABLE 12: CONTINUED AND TEMPORARY NEW PLACEMENTS FOR 2004 BY MODE

Continued vs. Temporary Placement Categories	Carpool	Vanpool	Transit/ Non-Motorized
Continued New Placements	7.4%	3.2%	6.3%
Temporary New Placements	5.5%	1.0%	3.4%
Total New Placements	12.9%	4.2%	9.7%

New vs. Retained – Placement rates are also defined in terms of new and retained placements to distinguish the proportion of commuters who shift to alternative modes during the evaluation year from the commuters who maintain, during the evaluation year, a previously adopted alternative mode. The percentage of commuters shifting to alternative modes or increasing their use in alternative modes during the evaluation period represents the *new* placement rate. The percentage of commuters using alternative modes at the time of the survey but who said they started using these modes before the evaluation period represents the *retained* placement rate.

Table 13 and Table 14 present the new and retained placement rates. Table 13 presents a comparison between the 2002 and 2004 surveys, while Table 14 presents the new and retained placement rates by mode. As shown in Table 13, there have been substantial improvements in the new placement category from the 2002 to 2004 evaluation period. This increase is likely due to 2003 and 2004 efforts by The Clean Air Campaign and TMAs to follow-up with new rideshare applicants soon after they receive a matchlist to offer additional assistance and to submit a greater quality of database applicants (i.e., applicants showing a genuine interest to rideshare) over this same time period.

TABLE 13: NEW AND RETAINED PLACEMENT RATES, 2002 TO 2004 COMPARISON

Placement Status	2002 Survey (n=1,000)	2004 Survey (n=1,002)
Total New	22.5%	26.8%
Total Retained	17.7%	18.9%
Total Placements	40.2%	45.8%

As shown in Table 14, carpool placements make up the largest proportion of new and retained placements, followed by transit/non-motorized modes. In addition, the proportion of retained placements is less than the proportion of new placements for all modes.

TABLE 14: NEW AND RETAINED PLACEMENT RATES FOR 2004 BY MODE

Placement Categories	Carpool Placements	Vanpool Placements	Transit/ Non-Motorized Placements
Total New	12.9%	4.2%	9.7%
Total Retained	10.8%	1.5%	6.6%
Total Placements	23.7%	5.7%	16.3%

Active vs. Passive Applicants - Another interesting comparison of placements rates are the "active" verses "passive" applicants over the two evaluation periods. Active applicants are defined as applicants who received 1-87-RIDEFIND assistance or information and entered the database during the evaluation period. Passive applicants are defined as applicants who received 1-87-RIDEFIND assistance or information during the evaluation period but entered the database prior to the evaluation period.

As shown in Table 15, active applicants in 2004 had a much higher placement rate (31.2%) than did active applicants in 2002 (22.0%). Several factors could account for some or all of the observed increases in alternative mode placement rates. In 2003 and 2004, The Clean Air Campaign and TMAs implemented or increased follow-up activities with applicants who received matchlists to determine if they had used the matchlist information and to offer additional assistance. It is also possible that commuters who applied during 2003 and 2004 were more motivated to rideshare than were applicants who applied in 2002, as indicated by a higher proportion of applicants saying they reached commuters who were interested in ridesharing. During this time period, The Clean Air Campaign and TMAs improved their commuter outreach procedures to better identify commuters who have a serious interest in ridesharing. Also, gasoline prices rose substantially in 2003 and 2004 and have remained high relative to 2002, which could have encouraged more serious consideration of ridesharing among applicants.

TABLE 15: "ACTIVE" VS. "PASSIVE" APPLICANT SAMPLE, 2002 AND 2004 COMPARISON

Placement Categories	"Active" Applicants		"Passive" Applicants	
	2002 Survey n=790	2004 Survey n=401	2002 Survey n=210	2004 Survey n=601
Continued New Placement	9.9%	21.7%	9.0%	13.8%
Temporary New Placement	12.1%	9.5%	15.2%	10.1%
Total New Placement	**22.0%**	**31.2%**	**24.2%**	**23.9%**
Retained Placement	18.0%	26.4%	16.7%	14.0%
Overall Placement Rate	**40.0%**	**57.6%**	**40.9%**	**37.9%**
No Placement	60.0%	42.4%	59.1%	62.1%

Previous Modes for Commuters Who Changed Modes

The respondents who made continued new commute changes during the evaluation period all shifted to an alternative mode. But some of the respondents shifted from a different alternative mode, for example, from carpool to transit. Table 16 shows the number of respondents who made each of six possible changes. The majority (75%) shifted from driving alone to an alternative mode. The remaining respondents (25%) either shifted from one alternative mode to another or increased the number of days they used an alternative mode.

TABLE 16: MODE SHIFTS BY RESPONDENTS WHO MADE NEW CONTINUED COMMUTE CHANGES

Mode Shifts	Percentage (n=170)
Drive alone to alternative mode shifts	**75%**
Shift from drive alone to car/van pool	46%
Shift from drive alone to transit, bike, walk, telework, or compressed work week	29%
Alternative mode to alternative mode shifts	**25%**
Shift from car/vanpool to car/vanpool	16%
Shift from car/vanpool to transit, bike, walk, telework, or compressed work week	5%
Shift from transit to car/vanpool	2%
Shift from transit to transit, bike, walk, telework, or compressed work week	2%

Reasons for Not Continuing with Change

As noted before, some respondents said they made a commute change but the change was only temporary. These changes lasted an average of 17 weeks, which is significantly longer than the average in 2002 (10 weeks). This means that the air quality benefits generated by temporary users, as described in Section 4 of this report, were extended for a longer period of time in 2004.

Respondents cited various reasons why they did not continue with the new commute mode. The most prevalent reason was job, worksite or work schedule changes (40%). Other reasons included inconvenience (11%) and car became available (11%). Detailed results are shown in Table 17.

TABLE 17: REASONS FOR STOPPING USE OF COMMUTE ALTERNATIVES

Reasons	Percentage (n=99)
Job, worksite, work schedule changes	40%
Too inconvenient	11%
Car became available	11%
Took too much time	9%
Lost car/van pool partner	6%
Need vehicle during/after work	6%
Moved home location	4%
Vehicle became unavailable/unreliable	3%
Temporary solution	3%
Program/incentive ended	3%
Needed/wanted to work in office	3%
Other option became available	2%
Cost too much	2%

*Will add to more than 100% due to multiple responses

USE OF, INFLUENCE OF, AND SATISFACTION WITH COMMUTE INFORMATION AND ASSISTANCE

The survey also asked respondents about their reasons for using commute alternatives, their use of information or assistance provided, and the influence of the information or assistance.

Matchlist Contacts

All respondents were asked if they had received a matchlist from 1-87-RIDEFIND containing one or more match names. More than half of respondents (52%) remembered receiving a list of names. An additional 23% remembered receiving a letter stating that no matches were available. The rest of the respondents either didn't remember or didn't receive a letter. Results are illustrated in Figure 2.

FIGURE 2: MATCHLIST RECEIVED FROM 1-87-RIDEFIND
(n = 1,002)

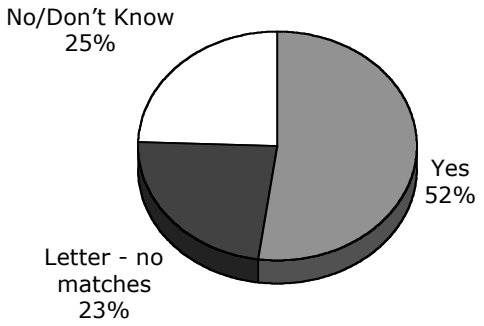


Table 18 shows actions taken by respondents who received match names, comparing the 2002 and 2004 survey findings. About one-third (30%) of the respondents tried to contact one or more of the people on the matchlist, compared to 28% in 2002. Similar to 2002, the majority (86%) of respondents who tried to reach a potential rideshare partner in 2004 succeeded in reaching someone named on their list.

Nearly two-thirds (62%) said the people they reached were interested in forming a carpool or vanpool, a marked increase from 2002 (44%). This increase could be due to increased efforts by The Clean Air Campaign and TMAs to attract applicants who are truly interested in creating a ridesharing arrangement. Such efforts would make it more likely that a commuter who contacted a person listed on their matchlist would encounter a similarly interested potential rideshare partner.

Respondents were also asked if the ridesharing arrangements they formed were with people on their matchlist. Eighteen percent responded they had begun ridesharing with people on their list.

Taking all of these actions into consideration, about 25% of people who received a matchlist sought and found a commuter interested in ridesharing. This equated to about 13% of the total survey respondents in 2004. In 2002, only about 10% of people who received a matchlist sought and found a commuter interested in ridesharing, or about 6% of total survey respondents in 2002.

TABLE 18: ACTIONS TAKEN BY RESPONDENTS WHO RECEIVED A MATCHLIST

Actions Taken by Matchlist Recipients	2002 Survey Percentage	2004 Survey Percentage
Contacted names on matchlist (n=581 in 2002; n=530 in 2004)	28%	30%
Reached people on matchlist (n=161 in 2002; n=159 in 2004)	84%	86%
Peopled reached interested in ridesharing (n=59 in 2002; n=135 in 2004)	44%	62%

Difficulty in Reaching Matchlist Commuters – A small percentage of the respondents said they encountered difficulties in reaching the people on their matchlist. Most mentioned either that the phone number was not correct or was disconnected, that the number provided was for emergencies only, or that the person was no longer at the worksite.

Reasons for Not Contacting Matchlist Commuters –About one-third (30%) of respondents said they did not try to contact anyone on their matchlist. Table 19 presents the reasons they cited for not attempting to contact these people.

TABLE 19: REASONS FOR NOT CONTACTING MATCHLIST NAMES

Reasons	Percentage (n=371)
Schedule/work hours not compatible	35%
Found other rideshare option/already ridesharing	18%
Decided I didn't want to carpool	14%
Addresses not close to home/work	12%
Haven't gotten around to it	7%
Need/want travel/work hours flexibility	6%
Child care issues	4%
Changed jobs	4%
Don't like to contact strangers	3%
Moved to new residence	3%

*Will add to more than 100% due to multiple responses

In addition, survey respondents who reached people not interested in ridesharing were asked about the reasons the people gave for not being interested. Incompatible work schedule or work hours were at the top of the list (44%), followed by respondents who said they decided they did not want to rideshare (17%). About 12% mentioned that the addresses were not close to their home or work.

Similar to the 2002 survey, the Atlanta TDM community believes that the reason why respondents state incompatibility of work schedules or home or work addresses has more to do with the registrants' perception of work arrival and departure time flexibility and the proximity of home and work addresses. 1-87-RIDEFIND staff do not believe that the reasons people state incompatibility of schedules or home or work addresses is related to deficiencies with the ridematching software.

Influence of Information or Assistance on Permanent and Temporary New Placements

Nearly two-thirds (60%) of rideshare registrants who made a new change said information or assistance they received from a commute assistance organization or from their employer influenced their decision to make a change. The top two influences named were employer information or incentives (32%) and Clean Air Campaign assistance (19%). Parking fees (11%), matchlist (11%), cash incentives (10%), and transit pass discounts (9%) each was named by about one in ten registrants. These and other responses are presented in Table 20.

TABLE 20: INFLUENCE OF COMMUTE INFORMATION AND ASSISTANCE ON RESPONDENTS' DECISION TO USE A COMMUTE ALTERNATIVE

Information and Assistance	Percentage (n= 162)
Employer information or incentive	32%
Clean Air Campaign assistance	19%
Parking fees	11%
Matchlist	11%
Cash incentive	10%
Transit pass discount	9%
Vanpool assistance	9%
Telework assistance	6%
GRH assistance	5%
TMA assistance	4%
Transit information	2%
Rideshare ads	2%

*Will add to more than 100% due to multiple responses
Note: The 11% of respondents who named matchlists as an influence in their decision to use a commute alternative include all respondents who made a new commute change (carpool, vanpool, and transit/non-motorized modes).

Source and Type of Information Received – Respondents influenced by information or assistance were asked who provided the information or assistance. As shown in Table 21, more than half (57%) of the respondents believed their employers provided the information. About a quarter named either 1-87-RIDEFIND (25%) or The Clean Air Campaign (23%). A small percentage (6%) said a TMA provided the information or assistance. It is important to note that the employer percentage might overestimate the true proportion of this source; some commuters who cited their employer might not realize the information they received actually was provided by an employer outreach organization, like The Clean Air Campaign or a TMA.

TABLE 21: SOURCE OF INFORMATION RECEIVED

Source	Percentage (n=161)
Employer	57%
1-87-RIDEFIND	25%
The Clean Air Campaign	23%
TMA	6%

*Will add to more than 100% due to multiple responses

Table 22 shows the range of information or assistance respondents remembered receiving from commute assistance organizations or their employers. Three-quarters (76%) recalled receiving matchlist related information and 14% recalled receiving information on the GRH program.

TABLE 22: INFORMATION OR ASSISTANCE RECEIVED

Information or Assistance Received	Percentage (n=1,002)
List of potential carpoolers or vanpoolers (matchlist)	53%
Letter stating no carpool or vanpool matches were found	23%
Information on GRH program	14%
Information on ridesharing and other alternative modes	9%
Newsletters, pamphlets, or emails	5%
Cash incentive	5%

*Will add to more than 100% due to multiple responses
Note: The list of potential carpoolers or vanpoolers (matchlist) and letter stating no carpool or vanpool matches were found were aided questions. All other categories listed in the table are based on unaided responses.

Satisfaction with Information or Assistance Provided by 1-87-RIDEFIND, Employer, The Clean Air Campaign, or TMA

The survey team added a new series of questions to the survey about user satisfaction with information or assistance provided by commute assistance organizations or their employer. As shown in Table 23, about eight in ten respondents (83%) are very satisfied with the information they received. Only a small portion of respondents said they were somewhat unsatisfied or not satisfied (3.3%). Reasons provided for being unsatisfied included not receiving matches (50%) and receiving matches that did not fit their travel schedule (38%). Some also mentioned not receiving follow-up assistance (12.5%).

TABLE 23: OVERALL SATISFACTION WITH INFORMATION OR ASSISTANCE PROVIDED

Overall Satisfaction	Percentage (n=178)
Very satisfied	83%
Somewhat satisfied	23%
Somewhat unsatisfied	1%
Not satisfied	2%

*Will add to more than 100% due to respondents' ability to respond to satisfaction with more than one organization

Respondents who were satisfied with the information or assistance they received were further probed on what pleased them. The primary response mentioned by respondents was that the information was useful (44%). Fourteen percent referred to friendly and helpful staff and just over 13% referred to incentives and freebies. The responses are provided in Table 24.

TABLE 24: REASONS RESPONDENTS WERE PLEASED WITH INFORMATION OR ASSISTANCE RECEIVED

Reasons for Being Pleased with the Information or Assistance	Percentage (n=146)
Information was useful	44%
Friendly/helpful staff	14%
Incentives and freebies	13%
Received information quickly/quick response	13%
Received personal attention to my commute/travel	9%
Received new commuting ideas	8%
Received additional follow-up assistance	6%
Was able to access information/assistance by email	5%
List of people to contact	2%
GRH	2%
Availability of information/assistance	2%

*Will add to more than 100% due to multiple responses

Respondents were also asked about ways these organizations could improve assistance or information. As shown in Table 25, the majority of respondents said no improvement was needed (51%). The respondents who thought improvement was needed cited more advertising or getting the word out to the company (8%), promoting telework and compressed work week schedules (7%), and matches that fit travel better (7%) as ways to improve.

TABLE 25: WAYS TO IMPROVE ASSISTANCE OR INFORMATION PROVIDED

Ways to Improve Assistance	Percentage (n=179)
No improvement needed	51%
More advertising/getting the word out with company	8%
Promote telework and compressed work weeks	7%
Matches that fit travel better	7%
More follow-up assistance	6%
Provide more matches/names	6%
More incentives	5%
Other information by email/internet	2%
More vanpools in other areas	2%
Quicker response	2%
Friendlier/more helpful staff	1%
Offer transit information	1%
Make sure matches want to carpool or vanpool	>1%

*Will add to more than 100% due to multiple responses

SECTION 4 TRAVEL AND AIR QUALITY EMISSION REDUCTIONS

A primary purpose of this survey was to estimate the travel and air quality emission reductions achieved by commuters in the rideshare database. The four key program measures used to assess travel and emission reductions include:

- Placement rates and placements – Proportion and number of commuters in the rideshare database who switch to or maintain use of alternative modes
- Vehicle trip (VT) reduction – Number of vehicles removed from the road daily by commuters who have made a switch to or maintained use of an alternative mode, increased their frequency of alternative mode use, or increased the occupancy of a carpool or vanpool
- Vehicle miles of travel (VMT) reduction – Number of miles of travel removed from the road daily by commuters who have made a switch to or maintained use of an alternative mode, increased their frequency of alternative mode use, or increased the occupancy of a carpool or vanpool
- Emission reductions – Daily reductions in emissions of ozone precursors oxides of Nitrogen (NO_x) and Volatile Organic Compounds (VOC), expressed in terms of tons per day reduced

TRAVEL AND AIR QUALITY EMISSION REDUCTIONS

The 2004 travel and emission reductions achieved by rideshare database registrants are summarized in Table 26 and detailed below. Appendix B presents the detailed calculations.

Commuter Placements

The rideshare database included 29,389 participants at the close of FY2004 (September 30, 2004). The percentage of commuters shifting to alternative modes or increasing their use in alternative modes during the evaluation period (May 23, 2003 – May 23, 2004) represent the *new* placement rate. The percentage of commuters using alternative modes at the time of the survey but who said they started using these modes before the evaluation period (before May 23, 2003) represent the *retained* placement rate.

The six placement rates calculated from the survey data are summarized below:

• New carpool placement rate	12.9%	
• New vanpool placement rate	4.2%	26.8% overall
• New transit/non-motorized mode placement rate	9.7%	
• Retained carpool placement rate	10.8%	
• Retained vanpool placement rate	1.5%	18.9% overall
• Retained transit/non-motorized mode placement rate	6.6%	

The number of database participants, when multiplied by the placements rates, provides an estimate of the total alternative mode placements. These calculations result in a total of 7,876 database participants newly placed in commute alternatives (new placements) and 5,584 database participants remaining in commute alternatives (retained placements). The placements, 13,460 in total, are summarized below:

• New carpool placements	(0.129 x 29,389)	3,791	
• New vanpool placements	(0.042 x 29,389)	1,234	7,876
• New transit/non-motorized placements	(0.097 x 29,389)	2,851	

• Retained carpool placements	(0.108 x 29,389)	3,174	5,584
• Retained vanpool placements	(0.015 x 29,389)	441	
• Retained transit/non-motorized placements	(0.066 x 29,389)	1,969	

TABLE 26: 1-87-RIDEFIND 2004 DAILY TRAVEL AND AIR QUALITY EMISSION REDUCTIONS

2004 Daily Travel and Air Quality Emission Reductions	
Placement rates	**45.7%**
- New carpool placement rate	12.9%
- New vanpool placement rate	4.2%
- New transit/non-motorized placement rate	9.7%
- Retained carpool placement rate	10.8%
- Retained vanpool placement rate	1.5%
- Retained transit/non-motorized placement rate	6.6%
Commuter placements	**13,460**
- New carpool placements	3,791
- New vanpool placements	1,234
- New transit/non-motorized placements	2,851
- Retained carpool placements	3,174
- Retained vanpool placements	441
- Retained transit/non-motorized placements	1,969
Daily vehicle trips reduced	**10,873**
- New carpool placements	1,844
- New vanpool placements	790
- New transit/non-motorized placements	2,731
- Retained carpool placements	2,054
- Retained vanpool placements	603
- Retained transit/non-motorized placements	2,851
Daily VMT Reduced	**292,610**
- New carpool placements	49,604
- New vanpool placements	24,802
- New transit/non-motorized placements	70,465
- Retained carpool placements	55,241
- Retained vanpool placements	18,936
- Retained transit/non-motorized placements	73,561
Daily Emissions Reduced	**0.5661**
- NO_x (tons)	0.2558
- VOC (tons)	0.3103

Vehicle Trips and VMT Reduced

Vehicle trip reduction measures the number of vehicle trips no longer made as a result of commuters shifting to alternative modes. Vehicle trip reduction can occur from three types of commute changes:

- Shifts from drive alone to an alternative mode
- Shifts from one alternative mode to a HIGHER occupancy mode (e.g., from carpool to transit or from 2-person carpool to 3-person carpool)
- Increases in the number of days current ridesharers use alternative modes

The calculation of trip reduction must also account for shifts that do not reduce, and indeed may increase, the number of vehicle trips, such as shifts from one alternative mode to a LOWER occupancy alternative mode. In addition, trip reduction associated with temporary placements is discounted to the duration of weeks respondents used the commute alternative. In 2004, the average temporary placement lasted 17 weeks.

The vehicle trip reduction (VTR) factors presented below represent the average number of vehicle trips reduced per day by a commuter in each category. The VTR factors are shown below:

- New carpool VTR factor: 0.69 daily one-way VT reduced per placement
- New vanpool VTR factor: 0.75 daily one-way VT reduced per placement
- New transit/non-motorized VTR factor: 1.23 daily one-way VT reduced per placement

- Temp New carpool VTR factor: 0.65 daily one-way VT reduced per placement
- Temp New vanpool VTR factor: 0.87 daily one-way VT reduced per placement
- Temp New transit/non-motorized VTR factor: 1.40 daily one-way VT reduced per placement

- Retained carpool VTR factor: 0.65 daily one-way VT reduced per placement
- Retained vanpool VTR factor: 1.37 daily one-way VT reduced per placement
- Retained transit/non-motorized VTR factor: 1.45 daily one-way VT reduced per placement

These factors, when multiplied by the number of placements in their respective categories and discounted to reflect the short duration of the temporary placements, equal a total daily vehicle trip reduction of 10,873 trips and a total yearly vehicle trip reduction of 2,718,237 trips. Multiplying the number of vehicle trips reduced by the average commute distance for the respondents making commute changes results in a total daily vehicle miles traveled (VMT) reduction of 292,610 miles and a total yearly VMT reduction of 73,152,462 miles.

Emissions Reduced

Emissions benefits, defined as tons of pollutants reduced, are calculated by multiplying regional emission factors provided by the Georgia Department of Natural Resources, Georgia Environmental Protection Division by the amount of VMT reduced. Reducing emissions of oxides of Nitrogen (NO_x) and Volatile Organic Compounds (VOC) is of particular concern in the region as these pollutants are the primary components in the formation of ozone.

For 2004, the emission factors are:

NO_x	=	0.926 grams per vehicle mile reduced
VOC	=	1.123 grams per vehicle mile reduced

These factors, when multiplied by the vehicle miles reduced and adjusted to account for the length of drive alone trips to rideshare and transit meeting points, equal the following daily and annual reductions:

Daily:

- NO_x 0.2558 tons per day reduced
- VOC 0.3103 tons per day reduced

} 0.5661 tons pollutants per day reduced

Yearly:

- NO_x 63.96 tons per day reduced
- VOC 77.57 tons per day reduced

} 141.53 tons pollutants per day reduced

SECTION 5 CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

The Atlanta TDM community experienced substantial improvements in the proportion of 1-87-RIDEFIND database applicants shifting to commute alternatives since the October 2002 program evaluation. The most notable improvement is with database applicants who received 1-87-RIDEFIND assistance or information and entered the database during the 2004 evaluation period (active applicants). During the 2002 evaluation period, active applicants had a commute alternative placement rate of 22% and in 2004 active applicants had a commute alternative placement rate of 31%. Interestingly, the most significant improvement in actions taken by rideshare applicants was with reaching people interested in ridesharing (44% in 2002 and 62% in 2004).

Several factors could account for some or all of the observed increases in alternative mode placement rates. In 2003 and 2004, The Clean Air Campaign and TMAs implemented or increased follow-up activities with applicants who received matchlists to determine if they had used the matchlist information and to offer additional assistance. It is also possible that commuters who applied during 2003 and 2004 were more motivated to rideshare than were applicants who applied in 2002, as indicated by a higher proportion of applicants saying they reached commuters who were interested in ridesharing. During this time period, The Clean Air Campaign and TMAs improved their commuter outreach procedures to better identify commuters who have a serious interest in ridesharing. Also, gasoline prices rose substantially in 2003 and 2004 and have remained high relative to 2002, which could have encouraged more serious consideration of ridesharing among applicants.

In addition, a new series of satisfaction questions added to the 2004 evaluation revealed that the majority of rideshare applicants are satisfied with the information and assistance they received from 1-87-RIDEFIND, their employer, The Clean Air Campaign, or a TMA. Areas of potential improvement cited by applicants were a need for more outreach and advertising about the benefits of the program, promoting teleworking and compressed work week schedules, and more follow-up assistance.

RECOMMENDATIONS

The 2004 evaluation conclusions suggest some possible actions the Atlanta TDM community could take to continue to increase the number of rideshare applicants using commute alternatives. The two primary recommendations include:

Provide More Outreach and Promotion about the Benefits of Ridesharing

Expanding the scope of information provided to include more extensive information, such as available incentives and cost savings, HOV lane locations, transit information (transit stops close to home and work, MARTA Partnership Program information, information on new regional express bus services), and location of park and ride lots will help promote the benefits of ridesharing. When practical, this information should be provided in the match letter, at transportation fairs, in follow-up phone calls or emails, or at face-to-face meetings. Clean Air Campaign and TMA outreach staff, in coordination with 1-87-RIDEFIND, could also implement a series of commute-oriented messages to keep interest high among current applicants. The timing and frequency of the messages should be coordinated with 1-87-RIDEFIND and other partners to ensure database applicants are not inundated with information.

Continue to Motivate Applicants to Form Rideshare Arrangements

In 2003 and 2004, The Clean Air Campaign and several TMAs, at the direction of GDOT, implemented aggressive follow-up procedures with rideshare applicants to encourage them to contact people on their matchlist. Today, Clean Air Campaign and TMA outreach staff contact applicants

either by phone or email a few weeks after they receive a matchlist to discuss their matchlist, inform them of the incentives available, and offer assistance in contacting the people on their lists. Outreach staff should continue this type of follow-up in the future and expand the assistance provided if they believe that the applicants are not using or paying attention to the follow-up received. In addition, the Atlanta TDM community should investigate adding additional incentives that specifically encourage database applicants who receive a matchlist to call people on the list and form ridesharing arrangements.

APPENDIX A – 1-87-RIDEFIND TRAVEL & EMISSIONS REDUCTIONS

Regional Ridematching and GRH Database - Carpool Calculation

DB Registrants	29,389	= DB registrants equals 19,317 registrants that received information/assistance from 1-87-RIDEFIND during the evaluation period. The remaining 10,072 registrants did not receive information during the evaluation period but had received information previously and continue to be in the database. (Note: 19,317 was calculated by CIC when weighting the expansion factors. It does not equal the 19,280 actually provided by ARC due to integer representation when expanding the data (e.g., 107.7 is represented as 108).

Carpool Placement Rate		
Continued New Placement Rate	7.4%	
Temporary New Placement Rate	5.5%	
Retained Placement Rate	10.8%	
Est. number of cont'd new placements	2,175	= DB registrants x continued new placement rate
Est. number of temp. new placements	1,616	= DB registrants x temporary new placement rate
Total New Placements	3,791	= Sum of continued and temporary new placements
Total Retained Placements	3,174	= DB registrants x retained placement rate

Vehicle Trip Factor (comparison of current and prior modes)		
Continued New VTR Factor	(0.69)	= daily trips reduced / total new placements
Temporary New VTR Factor	(0.65)	= daily trips reduced / total new temporary placements
Retained VTR Factor	(0.65)	= daily trips reduced / total retained placements

Carpool VT Reduced (daily)		
(continued new)	(1,498)	= continued new placements x continued new VTR factor
(temporary new)	(346)	= temp new placements x temp new VTR factor x 33% credit for temp use (17 weeks)
Total New VT	(1,844)	
Total Retained Placements	(2,054)	
One-way Trip distance (mile)	27	

Carpool VMT Reduced (daily)	
(new)	(49,604)
(retained)	(55,241)

Regional Ridematching and GRH Database - Carpool Calculation Cont.

Adjust VT/VMT for SOV Access

Percent SOV Access - New	27%
Adjusted VT reduced - New	(1,348)
Access distance (miles) - New	7.20
Adjusted VMT reduced - New	(46,033)
Percent SOV Access - Retained	27%
Adjusted VT reduced - Retained	(1,501)
Access distance (miles) - Retained	7.20
Adjusted VMT reduced - Retained	(51,264)

Emissions Reduced

Daily

NOx Reduced (gm) - New Users	(42,626)
VOC Reduced (gm) - New Users	(51,695)
NOx Reduced (gm) - Retained Users	(47,471)
VOC Reduced (gm) - Retained Users	(57,570)

Yearly

NOx Reduced - New Users	(10,656,586)
VOC Reduced - New Users	(12,923,700)
NOx Reduced - Retained Users	(11,867,633)
VOC Reduced - Retained Users	(14,392,388)

KG (Daily)

NOx Reduced - New Users	(42.63)
VOC Reduced - New Users	(51.69)
NOx Reduced - Retained Users	(47.47)
VOC Reduced - Retained Users	(57.57)

Tons (Daily)

NOx Reduced - New Users	(0.0470)
VOC Reduced - New Users	(0.0570)
NOx Reduced - Retained Users	(0.0523)
VOC Reduced - Retained Users	(0.0635)

Total Emissions Reduced (Tons/Day)

NOx Reduced - (New + Retained Users)	(0.0993)
VOC Reduced - (New + Retained Users)	(0.1204)

Regional Ridematching and GRH Database - Vanpool Calculation

DB Registrants	29,389	= DB registrants equals 19,317 registrants that received information/assistance from 1-87-RIDEFIND during the evaluation period. The remaining 10,072 registrants did not receive information during the evaluation period but had received information previously and continue to be in the database. (Note: 19,317 was calculated by CIC when weighting the expansion factors. It does not equal the 19,280 actually provided by ARC due to integer representation when expanding the data (e.g., 107.7 is represented as 108).

Vanpool Placement Rate

Continued New Placement Rate	3.2%	
Temporary New Placement Rate	1.0%	
Retained Placement Rate	1.5%	
Est. number of cont'd new placements	940	= DB registrants x continued new placement rate
Est. number of temp. new placements	294	= DB registrants x temporary new placement rate
Total New Placements	1,234	= Sum of continued and temporary new placements
Total Retained Placements	441	= DB registrants x retained placement rate

Vehicle Trip Calculation (comparison of current and prior modes)

Continued New VTR Factor	(0.75)	= daily trips reduced / total new placements
Temporary New VTR Factor	(0.87)	= daily trips reduced / total new placements
Retained VTR Factor	(1.37)	= daily trips reduced / total retained placements

Vanpool VT Reduced (daily)

(placements x VTR factor)		
(continued new)	(706)	= continued new placements x continued new VTR factor
(temporary new)	(84)	= temp new placements x temp new VTR factor x 33% credit for temp use (17 weeks)
Total New VT	(790)	
Total Retained VT	(603)	= retained placements x retained VTR factor
One-way Trip distance (mile)	31	

Vanpool VMT Reduced (daily)

(new)	(24,802)
(retained)	(18,936)

Regional Ridematching and GRH Database - Vanpool Calculation Cont.

Adjust VT/VMT for SOV Access

Percent SOV Access - New	95.8%
Adjusted VT reduced - New	(33)
Access distance (miles) - New	5.4
Adjusted VMT reduced - New	(20,695)
Percent SOV Access - Retained	95.8%
Adjusted VT reduced - Retained	(25)
Access distance (miles) - Retained	5.4
Adjusted VMT reduced - Retained	(15,816)

Emissions Reduced

Daily

NOx Reduced (gm) - New Users	(19,164)
VOC Reduced (gm) - New Users	(23,241)
NOx Reduced (gm) - Retained Users	(14,646)
VOC Reduced (gm) - Retained Users	(17,762)

Yearly

NOx Reduced - New Users	(4,790,918)
VOC Reduced - New Users	(5,810,152)
NOx Reduced - Retained Users	(3,661,495)
VOC Reduced - Retained Users	(4,440,453)

KG (Daily)

NOx Reduced - New Users	(19.16)
VOC Reduced - New Users	(23.24)
NOx Reduced - Retained Users	(14.65)
VOC Reduced - Retained Users	(17.76)

Tons (Daily)

NOx Reduced - New Users	(0.0211)
VOC Reduced - New Users	(0.0256)
NOx Reduced - Retained Users	(0.0161)
VOC Reduced - Retained Users	(0.0196)

Total Emissions Reduced (Tons/Day)

NOx Reduced - (New + Retained Users)	(0.0373)
VOC Reduced - (New + Retained Users)	(0.0452)

Regional Ridematching & GRH Database – Transit/Non-Motorized Calculations

DB Registrants	29,389	= DB registrants equals 19,317 registrants that received information/assistance from 1-87-RIDEFIND during the evaluation period. The remaining 10,072 registrants did not receive information during the evaluation period but had received information previously and continue to be in the database. (Note: 19,317 was calculated by CIC when weighting the expansion factors. It does not equal the 19,280 actually provided by ARC due to integer representation when expanding the data (e.g., 107.7 is represented as 108).

Transit/Non-motorized Placement Rate		
Continued New Placement Rate	6.3%	
Temporary New Placement Rate	3.4%	
Retained Placement Rate	6.7%	*slightly more than placement rate presented in report due to rounding.

Est. number of cont'd new placements	1,852	= DB registrants x continued new placement rate
Est. number of temp. new placements	999	= DB registrants x temporary new placement rate
Total New Placements	2,851	= Sum of continued and temporary new placements
Total Retained Placements	1,969	= DB registrants x retained placement rate

Vehicle Trip Calculation (comparison of current and prior modes)		
Continued New VTR Factor	(1.23)	= daily trips reduced / total new placements
Temporary New VTR Factor	(1.40)	= daily trips reduced / total new placements
Retained VTR Factor	(1.45)	= daily trips reduced / total retained placements

Transit/Non-motorizeed VT Reduced (daily)		
(continued new)	(2,276)	= continued new placements x continued new VTR factor
(temporary new)	(456)	= temp new placements x temp new VTR factor x 33% credit for temp use (17 weeks)
Total New VT	(2,731)	
Total Retained VT	(2,851)	= retained placements x retained VTR factor

One-way Trip distance (mile) - New	26

Transit VMT reduced (daily)	
(new)	(70,465)
(retained)	(73,561)

Regional Ridematching and GRH Database - Transit/Non-motorized Calculation Cont.

Adjust VT/VMT for SOV access

Percent SOV Access - New	49%
Adjusted VT reduced - New	(1,401)
Access distance (miles) - New	8.6
Adjusted VMT reduced - New	(55,209)
Percent SOV Access - Retained	49%
Adjusted VT reduced - Retained	(1,463)
Access distance (miles) - Retained	8.6
Adjusted VMT reduced - Retained	(61,620)

Emissions Reduced

Daily

NOx reduced (gm) - new users	(51,124)
VOC reduced (gm) - new users	(62,000)
NOx reduced (gm) - retained users	(57,060)
VOC reduced (gm) - retained users	(69,199)

Yearly

NOx reduced - new users	(12,780,914)
VOC reduced - new users	(15,499,963)
NOx reduced - retained users	(14,264,945)
VOC reduced - retained users	(17,299,712)

KG (Daily)

NOx reduced - new users	(51.12)
VOC reduced - new users	(62.00)
NOx reduced - retained users	(57.06)
VOC reduced - retained users	(69.20)

Tons (Daily)

NOx reduced - new users	(0.0564)
VOC reduced - new users	(0.0683)
NOx reduced - retained users	(0.0629)
VOC reduced - retained users	(0.0763)

Total Emissions Reduced (Tons/Day)

NOx reduced - (new + retained users)	(0.1193)
VOC reduced - (new + retained users)	(0.1446)

APPENDIX B – ATLANTA RIDESHARE SURVEY QUESTIONNAIRE

ATLANTA PLACEMENT SURVEY – 2004 - #847
RECENT APPLICANT RIDESHARE DATABASE PLACEMENT SURVEY – FINAL
(9/01/04)

DEMO = APLACDM
Survey = aplac04

Hello, may I speak to _____? (NAME FROM THE SCREEN)

My name is _____ calling from CIC Research on behalf of 1-87-RIDEFIND. Today we're conducting a short survey to learn about your experience traveling to and from work and with 1-87-RIDEFIND services. Your name was selected at random from a list of people who have received information or assistance from 1-87-RIDEFIND, or from the *[Framework partner*]. We are not attempting to sell you anything. The survey takes less than 10 minutes to complete. Is now a good time?

Q1 Do you recall receiving, within the past year, information on ridesharing, such as a list of people you could call as potential carpool partners or information about the Guaranteed Ride Home program? You could have received this information through a letter, an email, or on-line.

1 Yes (SKIP TO Q4)
2 No
3 Don't Know

Q2 Do you recall requesting information from 1-87-RIDEFIND, from the ____ *[Framework partner*], or from your employer about ridesharing?
1 Yes
2 No (THANK AND TERMINATE)
3 Don't Know (THANK AND TERMINATE)

Q3 Are you still interested in receiving information about ridesharing?
1 Yes (RECORD NAME AND E-MAIL ADDRESS, OR ADDRESS, AND TELEPHONE NUMBER THEN THANK AND TERMINATE)
2 No (THANK AND TERMINATE)
3 Don't Know (THANK AND TERMINATE)

CURRENT COMMUTE

Q4 I'd like to begin by asking a few questions about your work week and your current travel to work. If you work more than one job, please give us information on your travel to your primary job. First, do you currently work full time or part time?

1 Full time (CONTINUE)
2 Part time (SKIP TO Q7)
3 Other (Specify _____) (SKIP TO Q7)

Q5 Some employees work non-standard or compressed schedules, for example working four ten-hour days per week, with one week day off each week. In a typical week, do you work a nonstandard or compressed schedule?

1 Yes

2 No (SKIP TO Q7)

3 Don't know/Refused (DO NOT READ) (SKIP TO Q7)

Q6 What type of schedule do you work, is it . . . ? (READ RESPONSES 1-3. IF RESPONDENT SAYS NO TO ALL OF THESE RESPONSES, ASK "What type of schedule do you work?")

1 4/40 compressed schedule - that is, forty hours in four days with one week day off each week
2 9/80 compressed schedule - that is, eighty hours in a nine day period with one week day off every two weeks
3 3/36 compressed schedule - that is, thirty six hours in a three day period with two week days off each week
4 Other compressed schedule (specify) _____
5 I work five days per week (35 –40 hours per week)

Q7 Next, in a typical week, how many days are you assigned to work? IF Q6 = 1, 2, OR 3, SAY, "Please count your compressed schedule days off as assigned work days."

____ days
Not currently working (TERMINATE)

Q8 Thinking about last week, Was the way you traveled to work typical for you?
1 Yes (CONTINUE)
2 No (SKIP TO Q10)
3 Don't Know (SKIP TO Q10)

Q9 And how did you get to work each day last week? Let's start with Monday?… How about Tuesday? … Wednesday?… Thursday?… Friday?

(IF Q6 = 1, 2, OR 3 AND RESPONDENT DOES NOT MENTION "COMPRESSED WORK SCHEDULE DAY OFF" (RESPONSE 1) FOR ANY DAY MONDAY THROUGH FRIDAY, ASK) You said you work a compressed schedule. Did you have a compressed schedule day off last week?

(IF RESPONDENT MENTIONS "SICK, VACATION, HOLIDAY" (RESPONSE 11) FOR ANY DAY, CODE RESPONSE 11, THEN ASK:) "If you had worked that day, how would you likely have traveled to work?" AND CODE ADDITIONAL MODE RESPONSE FOR THAT DAY.

(IF ALL DAYS IN Q7 ARE ACCOUNTED FOR BY MODES 1-9 IN Q9, CATI WILL AUTOFILL SAT & SUN WITH CODE 10 AND SKIP TO Q11; OTHERWISE CONTINUE)

Are you regularly assigned to work on Saturday or Sunday? (IF YES, ASK) "and how did you travel to work on these days? (AND RECORD ANSWER AS GIVEN.)
(IF RESPONDENT IS NOT ASSIGNED TO WORK ON SATURDAY OR SUNDAY, RECORD "DID NOT WORK")

(IF RESPONDENT MENTIONS TWO MODES FOR ANY DAY, SAY, which type of transportation did you use for the longest distance portion of your trip?).

(IF RESPONDENT SAYS TRAVEL TO WORK IN A CAR, TRUCK, OR VAN, SAY, Were you traveling alone? IF YES, REPORT RESPONSE 2. IF NO, SAY, Including yourself, how many people were traveling in the [car, truck, or van]? *IF 2-5, RECORD RESPONSE 3, IF 6 OR MORE, RECORD AS 4)*

(IF RESPONDENT MENTIONS "TELEWORK" OR "COMPRESSED WORK SCHEDULE DAY OFF" FOR SATURDAY OR SUNDAY, SAY, is this a regularly assigned work day for you? IF "YES," RECORD ANSWER AS GIVEN. IF "NO," RECORD "DID NOT WORK." Mode Used Monday-Sunday

Modes/days used last week	*M*	*Tu*	*W*	*Th*	*F*	*Sa*	*Su*
1 compressed work schedule day off	*M*	*Tu*	*W*	*Th*	*F*	*Sa*	*Su*
2 drive alone in your car, truck, or motorcycle, or ride in a taxi	*M*	*Tu*	*W*	*Th*	*F*	*Sa*	*Su*
3 carpool, including carpool with family (Ask Q11, Q13-Q14)	*M*	*Tu*	*W*	*Th*	*F*	*Sa*	*Su*
4 vanpool with co-workers or others who work nearby (ASK Q12-Q14)	*M*	*Tu*	*W*	*Th*	*F*	*Sa*	*Su*
5 ride a bus or shuttle (ASK Q13-Q14)	*M*	*Tu*	*W*	*Th*	*F*	*Sa*	*Su*
6 ride a train or subway (ASK Q13-Q14)	*M*	*Tu*	*W*	*Th*	*F*	*Sa*	*Su*
7 walk	*M*	*Tu*	*W*	*Th*	*F*	*Sa*	*Su*
8 bicycle	*M*	*Tu*	*W*	*Th*	*F*	*Sa*	*Su*
9 telework	*M*	*Tu*	*W*	*Th*	*F*	*Sa*	*Su*
10 Did not work – regular day off	*M*	*Tu*	*W*	*Th*	*F*	*Sa*	*Su*
11 Did not work – sick, vacation, holiday (prompt for travel on non S/V/H day)	*M*	*Tu*	*W*	*Th*	*F*	*Sa*	*Su*

GO TO Q11

Q10 Thinking about a TYPICAL WORK WEEK, how many days would you usually …?

(IF Q6 = 1, 2, OR 3, ASK ABOUT "COMPRESSED WORK SCHEDULE DAY OFF" (RESPONSE 1). OTHERWISE, SKIP TO RESPONSE 2

(WHEN NUMBER OF DAYS REPORTED IN Q10 = NUMBER OF DAYS REPORTED IN Q7, DISCONTINUE LISTING MODES (REMAINING DAYS WILL BE RECORDED AS "DID NOT WORK")

	Use mode – number of days							
Modes/days used last week	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
1 have a compressed work schedule day off	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
2 drive alone in your car, truck, or motorcycle, or ride in a taxi	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
3 carpool, including carpool with family (ASK Q11, Q13-Q14)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
4 vanpool with co-workers or others who work nearby (ASK Q12-Q14)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
5 ride a bus or shuttle (ASK Q13-Q14)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*

6 ride a train or subway (ASK Q13-Q14)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
7 walk	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
8 bicycle	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
9 telework	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
10 Do not work – regular day off	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*

Q11 Including yourself, how many people usually ride in your carpool? _____ (2 - 5 people)

Q12 Including yourself, how many people usually ride in your vanpool? _____ (6- 15 people)

Q13 How do you typically get from home to where you meet your carpool, vanpool, bus, or train (FROM Q9 or Q10)? (IF MORE THAN ONE ANSWER IN Q9/Q10, SELECT MODE USED MOST FREQUENTLY. DO NOT READ RESPONSES. ONE ANSWER ONLY).

1 picked up at home by car/van pool or driver (SKIP TO Q15)
2 drive alone to carpool or vanpool partner's home
3 drive alone to passenger's home/driver of carpool/vanpool
4 drive alone to a central location, like park & ride
5 drive alone to bus or train station
6 alternate driving to carpool/vanpool partner's home and picked up by CP/VP partner
7 another car/van pool, including dropped off by household members (SKIP TO Q15)
8 bicycle (SKIP TO Q15)
9 walk (SKIP TO Q15)
10 bus(SKIP to Q15)
11 Other (SPECIFY) _____

Q14 How many miles is it one-way from your home to where you meet your carpool, vanpool, bus, or train (FROM Q9 OR Q10)? (IF MORE THAN ONE ANSWER IN Q9/Q10, SELECT MODE USED MOST FREQUENTLY)

_____ miles (allow fractions of miles)

Q15 And how many TOTAL miles is it from your home to your work ONE WAY? (IF DIFFERENT ROUTES OR DIFFERENT MODES say: Well, what would you say is your average ONE WAY commuting distance?)

_____ one way miles

COMMUTE CHANGES

Q16 Next, thinking back over the past year, please tell me what information or assistance you received from 1-87-RIDEFIND, from _____ *[Framework partner*], or from your employer to help with your travel to work. (DO NOT READ, ALLOW MULTIPLE RESPONSES)

1 List of potential carpoolers (SKIP TO Q18)

2 List of potential vanpoolers (SKIP TO Q18)

3 Letter stating that no carpool or vanpool matches were found (SKIP TO INTRO BEFORE Q27)

4 Guaranteed Ride Home (GRH) program

5 Cash incentive (SPECIFY)_____

6 Information on subsidized and/or reduced vanpool fares

7 Information on subsidized and/or reduced transit pass fares

8 Other (SPECIFY) _____

9 Don't remember/don't know

Q17 Did you receive a list with names of one or more people you could contact to try to arrange a carpool or vanpool, even if you did not form a carpool or vanpool with any of them?

1 Yes (CONTINUE)
2 Yes, a letter, but no names (SKIP TO INTRO BEFORE Q27)
3 No (SKIP TO Q27)
4 Don't remember/don't Know (SKIP TO INTRO BEFORE Q27)

Q18 How many names were on the list?
1 None
2 1 or 2
3 3 to 5
4 More than 5
5 Not sure

Q19 Did you try to contact any of the people named on the list?
1 Yes (CONTINUE)
2 No (SKIP TO Q26)
3 No, there were not any names on the list (SKIP TO INTRO BEFORE Q27)
4 Don't remember/don't know (SKIP TO INTRO BEFORE Q27)

Q20 Were you able to reach one or more of the people named?
1 Yes (SKIP TO Q22)
2 No (CONTINUE)
3 Don't remember/don't know (SKIP TO INTRO BEFORE Q27)

Q21 What difficulties did you encounter in reaching the people on the list? (DO NOT READ, ALLOW MULTIPLE RESPONSES)
1 Phone number was not correct or had been disconnected
2 Commuter could be reached at that number only for emergencies (common number for many employees)
3 Commuter was no longer at that job
4 Commuter had moved to a different residential area
5 Left message and didn't receive a call back
6 Email address was not correct
7 Other _____

SKIP TO INTRO BEFORE Q27

Q22 Did you have any difficulties reaching people on the list?

1. Yes
2. No (SKIP TO Q24)

Q23 What difficulties did you encounter? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

1. Phone number was not correct or had been disconnected
2. Commuter could be reached at that number only for emergencies (common number for many employees)
3. Commuter was no longer at that job
4. Commuter had moved to a different residential area
5. Left message and didn't receive a call back
6. Email address was not correct
9. Other (SPECIFY)_____

Q24 Were the people you reached interested in forming a carpool or vanpool or adding a person to an existing carpool or vanpool?

1. Yes (SKIP TO INTRO BEFORE Q27)
2. No (CONTINUE)
3. Don't remember/don't know (SKIP TO INTRO BEFORE Q27)

Q25 Why were they not interested? (DO NOT READ, ACCPET MULTIPLE RESPONSES)

1. We didn't work/live close enough to each other
2. We didn't have similar work schedules
3. They already found a rideshare partner
4. Decided they didn't want to carpool, vanpool, rideshare
5. Moved to a new residence
6. Changed jobs
7. Child care issues, needed to take kids to school/day care
8. Needed or wanted travel or work hours flexibility
9. Other (SPECIFY)_____
10. Don't know, don't remember

SKIP TO INTRO BEFORE Q27

Q26 For what reasons did you not try to contact any of the people? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

1 Haven't gotten around to it
2 Decided I didn't want to carpool
3 Moved to a new residence
4 Changed jobs
5 Addresses weren't close to my home/work
6 Found other rideshare option/already ridesharing
7 Work schedule/work hours not compatible
8 Child care issues/take kids to school/daycare
9 Need or want travel/work hours flexibility
10 Waiting for someone to contact me first
11 Don't like to contact strangers
12 Other (SPECIFY)_____

Now I want to ask you about changes you might have made in how you travel to work since you received information or assistance. Did you make any of the following changes, even if the change was only temporary?

Q27 Did you join or create a new carpool, even if only temporarily?
1 Yes
2 No (CONTINUE)

IF Q27 = 1 AND (Q16 = 3 OR Q17 = 2, 3, or 4), RECORD Q37 = 2, THEN SKIP TO Q38
IF Q27 = 1 AND (Q16 = 1 or 2 OR Q17 = 1), SKIP TO Q37

Q28 Did you join or create a new vanpool?
1 Yes
2 No (CONTINUE)

IF Q28 = 1 AND (Q16 = 3 OR Q17 = 2, 3 or 4), RECORD Q37 = 2, THEN SKIP TO Q38
IF Q28 = 1 AND (Q16= 1 or 2 OR Q17 = 1), SKIP TO Q37

Q29 Did you start using transit (bus, train, or subway) bike, or walk to travel to work, even if only temporarily?
1 Yes (SKIP TO Q38)
2 No (CONTINUE)

Q30 Did you start teleworking or increase the number of days you telework?
1 Yes (SKIP TO Q38)
2 No (CONTINUE)

Q31 Did you add another person to an existing carpool?
1 Yes
2 No (CONTINUE)

IF Q31 = 1 AND (Q16 = 3 OR Q17 = 2, 3 or 4), RECORD Q33 = 2, THEN SKIP TO Q34
IF Q31 = 1 AND (Q16 = 1 or 2 OR Q17 = 1), SKIP TO Q33

Q32 Did you add another person to an existing vanpool?
1 Yes
2 No (SKIP TO Q34)

IF Q32 = 1 AND (Q16 = 3 OR Q17 = 2, 3 or 4), RECORD Q33 = 2, THEN SKIP TO Q34
IF Q32 = 1 AND (Q16 = 1 or 2 OR Q17 = 1), THEN ASK Q33

Q33 Was this person named on the list you received?
1 Yes
2 No
3 Don't know/don't remember (VOLUNTEERED)

Q34 Did you increase the number of days PER WEEK that you telework, or use carpool, vanpool, transit (bus, train, or subway), bike, or walk for your trip to work?
1 Yes (SKIP TO Q38)
2 No (CONTINUE)

Q35 Did you make any other type of commute change or try any other type of transportation, other than driving alone, even if only temporarily?
1 Yes (ASK Q36)
2 No (IF ANY Q27, Q28 = YES, SKIP TO Q37; IF ANY Q29, Q30, Q31, Q32, Q34 = YES, SKIP TO Q38; OTHERWISE, SKIP TO Q70)

Q36 What was that change? (DO NOT READ, ALLOW MULTIPLE RESPONSES)
1 Tried carpooling (ASK Q37)
2 Tried vanpooling (ASK Q37)
3 Tried transit (bus, train, or subway) (SKIP TO Q38)
4 Tried walking, started walking to work (SKIP TO Q38)
5 Tried bicycling, started bicycling to work (SKIP TO Q38)
6 Tried teleworking, started teleworking (SKIP TO Q38)
7 Changed carpool, vanpool/transit pick-up or meeting location or how you got to the location (SKIP TO Q38)
8 Tried driving alone, started driving alone (SKIP TO Q70)
9 other (specify)_____ (SKIP TO Q38)

IF Q36 = 1 AND Q16 = 3 OR Q17 = 2, 3, OR 4, RECORD Q37 = 2, THEN SKIP TO Q38
IF Q36 = 2 AND Q16 = 3 OR Q17 = 2, 3 OR 4, RECORD Q37 = 2, THEN SKIP TO Q38
IF Q36 = 1 or 2 AND (Q16 = 1 or 2 OR Q17 = 1), ASK Q37

Q37 Were the people in this [carpool/vanpool] named on the list you received?
1 Yes
2 No
3 Don't know/don't remember (VOLUNTEERED)

Q38 Was this change temporary or have you continued the change?
1 Continued
2 Temporary

IF Q36 = 7 AND Q27 AND Q28 AND Q29 AND Q30 AND Q31 AND Q32 AND Q34 = 2, SKIP TO Q70

CHECK FOR CURRENT USE OF MODES IN CONTINUED CHANGES

IF Q38 = 1 AND (Q27 = 1 OR Q31 = 1 OR Q36 = 1) AND Q9/Q10 NE 3, ASK Q39, INSERTING "CARPOOL" AS (MODE)
IF Q38 = 1 AND (Q28 = 1 OR Q32 = 1 OR Q36 = 2) AND Q9/Q10 NE 4, ASK Q39, INSERTING

"VANPOOL" AS (MODE)

IF Q38 = 1 AND (Q29 = 1 OR Q36 = 3, 4, OR 5) AND Q9/Q10 NE 5, 6, 7, OR 8, ASK Q39, INSERTING "TRANSIT, BIKE, OR WALK" AS (MODE)
IF Q38 = 1 AND (Q30 = 1 OR Q36 = 6) AND Q9/Q10 NE 9, ASK Q39, INSERTING "TELEWORKING" AS (MODE)

OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q42

Q39 You said you made a change to (MODE), but earlier you said you don't typically use (MODE) now. Was this a temporary change?"
1 Yes (RECODE Q38 = 2, THEN SKIP TO INSTRUCTIONS BEFORE Q51)
2 No (ASK Q40)
3 Don't know/don't remember (VOLUNTEERED) (RECODE Q38 = 2, THEN SKIP TO INSTRUCTIONS BEFORE Q51)

Q40 Then do you typically use (MODE) now, even if only occasionally?

1 Yes (ASK Q41)
2 No (RECODE Q38 = 2, THEN SKIP TO INSTRUCTIONS BEFORE Q51)
3 Don't know/don't remember (VOLUNTEERED) (RECODE Q38 = 2, THEN SKIP TO INSTRUCTIONS BEFORE Q51)

Q41 About how many days per week do you typically use (MODE) to get to work?

1 1
2 2
3 3
4 4
5 5
6 6
7 7
8 Only use occasionally, use less than one time per week

INSTRUCTIONS BEFORE Q42 – AUTOFILL CONTINUED CHANGERS AND ROUTE TEMPORARY CHANGERS TO INSTRUCTIONS BEFORE Q51

IF Q38 = 2, SKIP TO INSTRUCTIONS BEFORE Q51

IF Q38 = 1 ANDQ31 = 1 AND Q34 = 2, ASK Q42, THEN SKIP TO Q44 & AUTOFILL Q43)
IF Q38 = 1 AND Q32 = 1 AND Q34 = 2, ASK Q42, THEN SKIP TO Q45 & AUTOFILL Q43.
IF Q35 = 1 AND Q34 = 2, ASK Q42, THEN SKIP TO Q48 & AUTOFILL Q43)

COMMUTE MODE BEFORE CONTINUED CHANGE

Q42 Now I'd like to ask you about your travel to work BEFORE you made this change. During that time, how many days were you assigned to work in a typical week?

____ days ☐ Did not work then (SKIP TO Q70)

Q42a Before you made this change, what type of schedule did you work, was it….? (READ RESPONSES 1-5. IF RESPONDENT SAYS "NO" TO ALL OF THESE RESPONSES, ASK, "What type of schedule did you work?")

1 Part-Time (<35 Hours)
2 Full-Time 5+ days per week (35+ Hours)
3 Full-Time 4/40 compressed schedule (that is, forty hours in four days with one week day off each week)
4 Full-Time 9/80 compressed schedule (that is, eighty hours in a nine day period with one week day off every two weeks)
5 Full-Time 3/36 compressed schedule (that is, thirty six hours in a three day period with two week days off each week)
6 Other (specify)_____

Q43 And before you made this change, how did you travel to work? During a TYPICAL WEEK, how many days did you …

(IF Q42a = 3, 4, OR 5, ASK ABOUT "COMPRESSED WORK SCHEDULE DAY OFF" (RESPONSE 1). OTHERWISE, SKIP TO RESPONSE 2

(WHEN NUMBER OF DAYS REPORTED IN Q43 = NUMBER OF DAYS REPORTED IN Q42, DISCONTINUE LISTING MODES) (REMAINING DAYS WILL BE RECORDED AS "DID NOT WORK."

	Use mode – number of days							
Modes/days used last week	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
1 have a compressed work schedule day off	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
2 drive alone in your car, truck, or motorcycle, or ride in a taxi	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
3 carpool, including carpool with family (ASK Q44, Q48)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
4 vanpool with co-workers or others who work nearby (ASK Q45-Q48)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
5 ride a bus or shuttle (ASK Q48)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
6 ride a train or subway (ASK Q48)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
7 walk (ASK Q48)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
8 bicycle (ASK Q48)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
9 telework (ASK Q48)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
10 Not work – regular day off	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*

Q44 Including yourself, how many people were in your previous carpool? ____ (2 - 5 people)

Q45 Including youself, how many people were in your previous vanpool? ____ (6 - 15 people)

INFLUENCES FOR CONTINUED USERS

Q46 What influenced your decision to (Mode from Q27 – Q32 or Q36)? (DO NOT READ, ALLOW MULITPLE RESPONSES)

COMMUTE INFORMATION/ASSISTANCE

1 List of potential carpoolers (Matchlist)
2 List of potential vanpoolers (Matchlist)
3 Guaranteed Ride Home
4 Employer information/incentives/programs (SPECIFY) _____
5 Transit pass discount (MARTA)
6 Transit route/schedule information
7 Park & Ride lot map
8 Vanpooling assistance
9 Compressed work schedule assistance
10 Telework assistance
11 Parking fees
12 TMA assistance (SPECIFY) _____
13 Clean Air Campaign assistance (SPECIFY) _____
14 Rideshare ads
15 Cash incentive (SPECIFY) _____

PERSONAL CIRCUMSTANCES

16 changed job/work hours
17 moved to a different residence
18 save money
19 save time
20 parking costs were too high
21 tired of driving
22 reduce congestion/pollution
23 safety
24 no vehicle available
25 vehicle became available
26 others doing it (friends, coworkers, other people, etc.)
27 carpool/vanpool didn't work out
28 Other (SPECIFY)_____
29 Don't know/refused (SKIP TO Q64)

IF Q46 = 1-15, SKIP TO Q50

Q48 Was your decision to (Mode from Q27 – Q32 or Q36) influenced by any information, service, or benefit provided by 1-87-RIDEFIND, by the [Framework partner], *by your employer, or by another organization that helps with ridesharing?*

1 Yes (CONTINUE)
2 No (SKIP TO Q64)
3 Don't remember/refused (SKIP TO Q64)

Q49 What was the information, service, or benefit? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

1 Matchlist
2 Guaranteed Ride Home
3 Employer information/incentive/program
4 Transit pass discount (MARTA)
5 Transit route/schedule information
6 Park & Ride lot map
7 Vanpooling assistance
8 Compressed work schedule assistance
9 Telework assistance
10 Parking fees
11 TMA assistance
12 Clean Air Campaign assistance
13 Rideshare ads
14 Cash incentive (SPECIFY) _____
15 Other (SPECIFY)_____
16 Don't know, refused (SKIP TO Q64)

Q50 Who provided the information or assistance to you? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

1 1-87-RIDEFIND
2 Commute Connections
3 Employer
4 Clean Air Campaign
5 GRTA (Georgia Regional Transportation Authority)

6 TMA (specify)_____
7 Other (SPECIFY)_____
8 Don't know/don't remember

(NOW SKIP TO Instruction before Q64)

INSTRUCTIONS BEFORE Q51 – AUTOFILL TEMPORARY CHANGERS

IF Q38 = 2 AND Q31 = 1 AND Q34 = 2, ASK Q51 – Q53, THEN SKIP TO Q57 AND AUTOFILL Q54.
IF Q38 = 2 AND Q32 = 1 AND Q34 = 2, ASK Q51 – Q53, THEN SKIP TO Q58 AND AUTOFILL Q54.
IF Q38 = 2 AND Q35 = 1 AND Q34 = 2, ASK Q51 – Q53, THEN SKIP TO Q61 AND AUTOFILL Q54.

Q51 About how long did this temporary change last? (REPORT DURATION IN THE APPROPRIATE CATEGORY, BASED ON RESPONDENT'S UNPROMPTED ANSWER)
1 Only tried once,
2 Used occasionally
3 Less than one week
4 ____ weeks
5 ____ months
6 ____ years

Q52 What were the reasons you did not continue? (DO NOT READ, ALLOW MULTIPLE RESPONSES)
1 Too inconvenient
2 Cost too much
3 Took too much time
4 Safety concerns
5 Job changes - job, work site, or work schedule change
6 Need vehicle during or after work
7 Bus or rail schedule or route change
8 Vehicle became unavailable/unreliable
9 Moved home location
10 Didn't like pool partners
11 New/changes in employer program
12 Car became available
13 Car became unavailable
14 Other (specify)_____

IF Q51 = 1, 2, or 3, SKIP TO Instruction before Q64
Q53 Now I'd like to ask you about your travel to work during the time that you made this temporary change. During that time, how many days were you assigned to work in a TYPICAL WEEK?
____ days Did not work then (SKIP TO Q64)

Q53a During the time you made this change, what type of schedule did you work, was it . . . ? (READ RESPONSES 1-5. IF RESPONDENT SAYS "NO" TO ALL OF THESE RESPONSES, ASK "What type of schedule did you work?")
1 Part-Time (<35 Hours)
2 Full-Time 5+ days per week (35+ Hours)
3 Full-Time 4/40 compressed schedule (that is, forty hours in four days with one week day off each week)
4 Full-Time 9/80 compressed schedule (that is, eighty hours in a nine day period with one week day off every two weeks)
5 Full-Time 3/36 compressed schedule (that is, thirty six hours in a three day period with two week days off each week)
6 Other (specify)_____

Q54 And how did you travel to work at that time? During a TYPICAL WEEK, how many days did you ...

(IF Q53a = 3, 4, OR 5, ASK ABOUT "COMPRESSED WORK SCHEDULE DAY OFF" (RESPONSE 1). OTHERWISE, SKIP TO RESPONSE 2

(WHEN NUMBER OF DAYS REPORTED IN Q54 = NUMBER OF DAYS REPORTED IN Q53, DISCONTINUE LISTING MODES) (REMAINING DAYS WILL BE RECORDED AS "DID NOT WORK."

	Use mode – number of days							
Modes/days used last week	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
1 have a compressed work schedule day off	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
2 drive alone in your car, truck, or motorcycle, or ride in a taxi	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
3 carpool, including carpool with family (ASK Q57, Q61)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
4 vanpool with co-workers or others who work nearby (ASK Q58-Q61)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
5 ride a bus or shuttle (ASK Q61)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
6 ride a train or subway (ASK Q61)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
7 walk (ASK Q61)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
8 bicycle (ASK Q61)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
9 telework (ASK Q61)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
10 Not work – regular day off	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*
11 Other (specify _____)	*0*	*1*	*2*	*3*	*4*	*5*	*6*	*7*

CHECK FOR TEMPORARY USE OF MODES IN TEMPORARY CHANGES

IF (Q27 = 1 OR Q31 = 1 OR Q36 = 1) AND Q54 NE 3, ASK Q55, INSERTING "CARPOOL" AS (MODE)
IF (Q28 = 1 OR Q32 = 1 OR Q36 = 2) AND Q54 NE 4, ASK Q55, INSERTING "VANPOOL" AS (MODE)
IF (Q29 = 1 OR Q36 = 3, 4, OR 5 AND Q54 NE 5, 6, 7, OR 8, ASK Q55, INSERTING "TRANSIT, BIKE, OR WALK" AS (MODE)
IF (Q30 = 1 OR Q36 = 6 AND Q54 NE 9, ASK Q55, INSERTING "telecommuting" AS (MODE)
OTHERWISE, SKIP TO Q57

Q55 Earlier you said you made a temporary change to (MODE), but you haven't mentioned using (MODE) during that time. Did you use (MODE) then?
1 Yes (SKIP TO Q56)
2 No (SKIP TO Q64)
3 Don't know/don't remember (VOLUNTEERED) (SKIP TO Instruction before Q64)

Q56 About how many days per week did you typically use (MODE) then to get to work?
1 1
2 2
3 3
4 4
5 5
6 6
7 7

8 Only used occasionally, use less than one time per week

(ASK Q57 IF Q54=3 OR (MODE=CARPOOL AND Q55=1))

Q57 Including youself, how many people were in your previous carpool? ____ (2 - 5 people)

(ASK Q58 IF Q54=4 OR (MODE=VANPOOL AND Q55=1))

Q58 Including youself, how many people were in your previous vanpool? ____ (6 -15 people)

Q59 What influenced your decision to (Mode from Q27 – Q32 or Q36)? (DO NOT READ, ALLOW MULITPLE RESPONSES)

COMMUTE INFORMATION/ASSISTANCE

1 List of potential carpoolers (Matchlist)
2 List of potential vanpoolers (Matchlist)
3 Guaranteed Ride Home
4 Employer information/incentives/programs (SPECIFY) _____
5 Transit pass discount (MARTA)
6 Transit route/schedule information
7 Park & Ride lot map
8 Vanpooling assistance
9 Compressed work schedule assistance
10 Telework assistance
11 Parking fees
12 TMA assistance (SPECIFY) _____
13 Clean Air Campaign assistance (SPECIFY) _____
14 Rideshare ads
15 Cash incentive (SPECIFY) _____

PERSONAL CIRCUMSTANCES

16 changed job/work hours
17 moved to a different residence
18 save money
19 save time
20 parking costs were too high
21 tired of driving
22 reduce congestion/pollution
23 safety
24 no vehicle available
25 vehicle became available
26 others doing it (friends, coworkers, other people, etc.)
27 carpool/vanpool didn't work out
28 Other (SPECIFY)_____
30 Don't know/refused (SKIP TO Instruction before Q64)

IF Q59 = 1-15, SKIP TO Q63

Q61 Was your decision to (MODE from Q27 – Q32 or Q36) influenced by any information, service, or benefit provided by 1-87-RIDEFIND, by the _____ *[Framework partner],* by your employer, or by another organization that helps with ridesharing?

1 Yes (CONTINUE)
2 No (SKIP TO Instruction before Q64)
3 Don't remember/refused (SKIP TO Instruction before Q64)

Q62 What was the information, service or benefit? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

1 Matchlist
2 Guaranteed Ride Home
3 Employer information/incentive/program
4 Transit pass discount (MARTA)
5 Transit route/schedule information
6 Park & Ride lot map
7 Vanpooling assistance
8 Compressed work schedule assistance
9 Telework assistance
10 Parking fees
11 TMA assistance
12 Clean Air Campaign assistance
13 Rideshare ads
14 Cash incentive (SPECIFY) _____
15 Other (SPECIFY)_____
16 Don't know, refused (SKIP TO Instruction before Q64)

Q63 Who provided the information or assistance to you? (DO NOT READ, ALLOW MULTIPLE RESPONSES)

1 1-87-RIDEFIND
2 Commute Connections
3 Employer
4 Clean Air Campaign
5 GRTA (Georgia Regional Transportation Authority)
6 TMA (specify)_____
7 Other (SPECIFY)_____
8 Don't know/don't remember

IF (Q50 = DK OR BLANK) AND (Q63 = DK OR BLANK), SKIP TO Q70

SATISFACTION

Now, we are going to ask you questions about your satisfaction with the information or assistance you received.
(ASK QUESTIONS Q64 – Q68 FOR EACH AGENCY LISTED IN Q50 OR Q63).

Q64 Overall, how satisfied were you with the information or assistance you received from_____*[Q50/Q63]*? Would you say you were . . .? (READ RESPONSES)

1 Very satisfied (SKIP TO Q66)
2 Somewhat satisfied (SKIP TO Q66)
3 Somewhat unsatisfied
4 Not satisfied

Q65 Why were you not satisfied with the assistance you received from _____*[Q50/Q63]*? (DO NOT READ; ALLOW MULTIPLE RESPONSES)

1 Did not receive any matches
2 Received too few matches
3 Unfriendly/unhelpful staff
4 Took too long to receive information, get a response
5 Information was not useful or not targeted to my needs
6 Matches did not fit my travel (ASK Q69)

7 Match names did not have valid phone number
8 People listed on match list did not want to carpool/vanpool
9 No follow-up assistance
10 Was not able to access information/assistance by email/internet
11 Did not receive transit information
12 Other (Specify _____)

Q66 Was there anything that pleased you about the assistance you received (from _____*[Q50/Q63])?* (DO NOT READ)
1 yes (ASK Q67)
2 no (SKIP to Q68)

Q67 What pleased you? (DO NOT READ; ALLOW MULTIPLE RESPONSES)
1 Nothing/Nothing pleased
2 Friendly/helpful staff
3 Received information quickly, quick response
4 Received personal attention to my commute/travel
5 Information was useful
6 Received new commuting ideas
7 Received additional/follow-up assistance
8 Was able to access information/assistance by email
9 Other (Specify _____)

Q68 In what ways could ____ *[Q50/Q63]* improve its assistance? (DO NOT READ, ALLOW MULTIPLE RESPONSES)
1 No improvement needed
2 Friendlier/more helpful staff
3 Quicker response
4 More follow up assistance
5 Matches that fit travel better
6 Make sure matches have valid phone numbers
7 Make sure matches want to car or van pool
8 Provide more matches / names
9 Offer transit information
10 Offer information by email/internet
11 Other (Specify _____)

IFQ65 = 6 OR Q68 = 5, ASK Q69, OTHERWISE, SKIP TO Q70

Q69 In what ways could the matches fit your travel schedule better? (DO NOT READ, ALLOW MULTIPLE RESPONSES)
1 Closer match in work hours
2 Closer match in home location
3 Closer match in work location
4 Closer match in personal preferences
5 Closer match in number of days pooling
6 Other (Specify _____)

DEMOGRAPHICS

Q70 Finally, I have just a few more questions for background information only. Do you work for government, private industry, or a non-profit group or organization?
1 Federal government
2 State or local government

3 Private industry
4 Non-profit organization
5 Other, not sure (VOLUNTEERED) (Specify _____)
6 Refused (VOLUNTEERED)

Q71 About how many employees work at your worksite? Is it . . . (READ CHOICES)
1 1 – 25 employees
2 26-50
3 51-100
4 101-250
5 251-999
6 1,000 +
7 Don't know (VOLUNTEERED)
8 Refused (VOLUNTEERED)

Q72 Do you have a car available to you on a regular basis for your travel to work?
1 Yes
2 No
3 Available sometimes
4 Not sure (VOLUNTEERED)
5 Refused (VOLUNTEERED)

Q73 In which age group are you? (READ CHOICES) 18 – 24
1 25 – 29
2 30 – 34
3 35 – 39
4 40 – 44
5 45 – 49
6 50 – 54
7 55 – 59
8 60 - 64
10 65 – 69
11 70 – 74
12 75 and older
13 Refused (VOLUNTEERED)

Q74 Which of the following best describes your ethnic background. Is it . . . (READ CHOICES)
1 African American/Black American
2 American Indian/Native American
3 Asian American/Pacific Islander
4 Caucasion/White
5 Hispanic American/Latino
6 Other (VOLUNTEERED) (specify _____)
7 Refused (VOLUNTEERED)

Q75 And finally, which category includes your average household yearly income? Is it . . . (READ CHOICES)
1 Under $10,000
2 $10,000 but less than $20,000
2 $20,000 but less than $30,000
3 $30,000 but less than $40,000
4 $40,000 but less than $50,000
5 $50,000 but less than $60,000
6 $60,000 but less than $70,000
7 $70,000 but less than $80,000
8 $80,000 but less than $90,000
9 $90,000 but less than $100,000
10 $100,000 or more

11 Refused (VOLUNTEERED)

Thank you very much for your time and cooperation!

(DO NOT READ:)
Q76 Was person interviewed a male or female ?
1 Male
2 Female